



WCPO

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ORDER

Print Date 08/14/12

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Flight Dates 08/15/12-08/21/12

Contract / Revision 307814 /

Original Date / Revision
08/13/12 08/14/12

Advertiser 60 Plus Association

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Product

Issue. 60 Plus Assoc. (Senate). 08

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1224

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	10	\$5,567.50	\$6,550.00	0.00	07/30/12	08/21/12	10	\$5,567.50	\$6,550.00
Totals	10	\$5,567.50	\$6,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/15/12	08/21/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	1	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1				\$400.00		0.00			
		Week: 08/20/12	08/26/12	M-----		1				\$400.00		0.00			
N 2	WCPO	08/15/12	08/21/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1				\$850.00		0.00			
		Week: 08/20/12	08/26/12	M-----		1				\$850.00		0.00			
N 3	WCPO	08/15/12	08/21/12	M-F 1135p-1202a Nightl	CM	1135p-1202a	MTWTF--	:30	1	\$400.00	P-2	0.00	NM	2	\$800.00



WCPO

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wcpo.com
kypost.comContract / Revision **307814** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/14/12

Order Sep 00:20:00

Advertiser **60 Plus Association**Product **Issue. 60 Plus Assoc. (Sen** Estimate # **1224**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 1135p-1202a Nightlir															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1			\$400.00			0.00			
Week:		08/20/12	08/26/12	-T-----		1			\$400.00			0.00			
N 4	WCPO	08/15/12	08/21/12	M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	2	\$1,800.00
M-SU 11p Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1			\$900.00			0.00			
Week:		08/20/12	08/26/12	M-----		1			\$900.00			0.00			
N 5	WCPO	08/15/12	08/21/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
SU GMTS 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1			\$450.00			0.00			
Week:		08/20/12	08/26/12	-----		0			\$0.00			0.00			
N 6	WCPO	08/15/12	08/21/12	SU 9-10a	CM	9-10a	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
SU9-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1			\$1,000.00			0.00			
Week:		08/20/12	08/26/12	-----		0			\$0.00			0.00			
													Totals	10	\$6,550.00